

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Previously Presented) An apparatus for calculating an audience rating using an interactive television, the apparatus comprising:

a content provider equipped with an audience rating analyzer for transferring all kinds of contents including broadcasting programs, for analyzing a user record information transmitted from a receiver, and for calculating audience rating per section of a designated content; and

an interactive television equipped with a controller for providing all kinds of contents provided by the content provider to a user, and for controlling interactive data transfer and audience rating calculation, and a user history recorder for saving information on the user's action on a corresponding content under the control of the controller and information on the corresponding content in the form of user record information,

wherein all the user record information saved in the user history recorder is transferred to the content provider every designated cycle, and

wherein the audience rating analyzer in the content provider is equipped with analytical tables for saving section information of a designated content per user, and in order to calculate the audience rating on every section of the content, the audience rating analyzer detects a section of the content where an action by the user is made when the user record information is

transferred from the interactive television, and increases a frequency of the section among others in the analytical table, wherein the user history recorder includes a consumption behavior recorder for recording a consumption behavior of each section according to the user's action on each section while using a content, wherein the consumption behavior recorder comprises:

a normal finish record area for recording whether the user has viewed a content to an end at a normal speed,

a skimmed record area for recording a section information when a skimmed action is made on the content, and

a skipped record area for recording a section information when a skipped action is made on the content.

2. (Canceled)
3. (Original) The apparatus of claim 1, wherein the user history recorder is a portable recorder like a smart card.
4. (Original) The apparatus of claim 1, wherein the user history recorder is installed in the interactive television.

5. (Previously Presented) The apparatus of claim 1, wherein the user history recorder further includes a consumption type recorder for saving information on how a user consumes a content.

6. (Previously Presented) The apparatus of claim 5, wherein the consumption type recorder comprises:

a simple view record area for recording relevant information and frequency thereof when a user views a content one time;

a recording record area for recording relevant information and frequency thereof when the user records the content wishing to view the content again;

a back-up saving record area for recording relevant information and frequency thereof when the content is saved in an external storage besides a receiver; and

at least one transfer record area for recording relevant information and frequency when the content is transferred externally through a network.

7. (Original) The apparatus of claim 6, further comprising a storage record area for storing a content identifier to identify a relevant content.

8. (Previously Presented) The apparatus of claim 5, wherein the consumption behavior recorder further comprises:

a replay record area for recording a section information when a rewind action is made on the content;

a slowed record area for recording a section information when a slowed action is made on the content; and

at least one stopped record area for recording a section information when a stopped action is made on the content.

9. (Previously Presented) The apparatus of claim 8, wherein if the user views again the designated content the user stopped viewing before, all previous stopped record information is deleted, and a latest stopped point information is again recorded in the stopped record area.

10. (Previously Presented) The apparatus of claim 1, wherein if the user replays the designated content at an ending part of the designated content, the action is recorded in the normal finish record area.

11. (Original) The apparatus of claim 8, wherein the information recorded in the skimmed record area and the skipped record area is designated as record information with low attractiveness to a section of the designated content, while the information recorded in the replay record area and the slowed record area is designated as record information with high attractiveness to a section of the designated content.

12. (Original) The apparatus of claim 8, further comprising a storage record area for storing a content identifier to identify a relevant content.

13. (Previously Presented) The apparatus of claim 1, wherein user record information recorded in the user history recorder is transferred to the content provider if the content provider request the user record information.

14. (Previously Presented) A method for calculating an audience rating using an interactive television, wherein the interactive television receives all kinds of contents including broadcasting programs from a content provider, provides the contents to a user, saves the user's action information on a designated content in a user history recorder, and transfers the user record information to the content provider, the method comprising:

providing, by the interactive television, a user with all kinds of contents transferred from the content provider;

storing, at the interactive television, consumption behavior record information including information on a user's action on a specific content and information on a relevant content in the user history recorder;

transferring by the interactive television, the consumption behavior record information stored in the user history recorder to the content provider every designated cycle; and

analyzing, by a specific content provider, the consumption behavior record information transferred from the interactive television, and calculating the audience rating per

section of a designated content as a frequency of the actions by the user made in the relevant content increases, wherein the consumption behavior record information includes:

information related to a rewinding action made by a user on the content,
information related to a slowing action made by the user on the content,
and information related to a stopped action made by the user on the content.

15. (Previously Presented) The method of claim 14, wherein the content provider comprises a broadcasting company.

16. (Previously Presented) The method of claim 14, wherein the analyzing comprises:
designating a first consumption behavior record information among other consumption behavior record information currently being transferred from the interactive television as an object consumption behavior record information, and designating a first consumption behavior out of the designated object consumption behavior record information as a new action;

detecting a content identifier (ID) and a section of the content where the new action is generated, and increasing a frequency of the action of the detected section;

repeating a procedure of designating the consumption behavior of the corresponding action as a new action if a next action exists in the object consumption behavior record information, a procedure of detecting a content ID and a section of the content where the new action is generated, and a procedure of increasing a frequency of an action on the

detected section until a next action does not exist any more in the object consumption behavior record information; and

analyzing the entire content and attractiveness per section according to a user who is recorded in the object consumption behavior record information.

17. (Previously Presented) The method of claim 16, further comprising:

deciding a presence of a next consumption behavior record information among other transferred consumption behavior record information when a next action does not exist in the object consumption behavior record information;

repeating a procedure of designating relevant consumption behavior record information as an object consumption behavior record information, and a procedure of increasing a frequency of a relevant action by finding a section on which the action is made until a next action does not exist any more in the designed object consumption behavior record information, when the next consumption behavior record information exists;

repeating the deciding and the repeating until a next consumption behavior record information does not exist among other transferred consumption behavior record information; and

analyzing audience rating, if the next consumption behavior record information does not exist, based on one of relevant content unit, time unit or section unit by using information on the content and information on frequency of an action on a certain section of the content.

18. (Previously Presented) The method of claim 17, wherein the consumption behavior information includes the user's age, address and sex, and the audience rating on the relevant content can be calculated and categorized into age, area and sex, respectively.

19. (Previously Presented) The method of claim 17, wherein the consumption behavior information includes the user's age, address and sex, and the audience rating on each section of the relevant content can be calculated and categorized into age, area and sex, respectively.

20. (New) The method of claim 14, wherein the information related to the slowing action includes information identifying a start of the section and one of an end of the section or a length of the section.

21. (New) The method of claim 14, wherein the information related to the rewinding action includes information identifying a start of the section and one of an end of the section or a length of the section.

22. (New) The apparatus of claim 1, wherein the section information of the skimmed record area includes information identifying a start and an end of the section.

23. (New) The apparatus of claim 1, wherein the section information of the skimmed record area includes information identifying a start and a length of the section.

24. (New) The apparatus of claim 1, wherein the section information of the skipped record area includes information identifying a start and one of an end of the section or a length of the section.